



## **AmeriCorps State Marketing Mini-Grants**

Announced April 19, 2013

### **Funding Purpose:**

The Governor's Office of Community Service (OCS) is providing Marketing Mini-Grants to Montana AmeriCorps State programs to produce marketing and outreach materials. The purpose of these grants is to enhance the visibility, community engagement, and recruitment efforts of Montana's AmeriCorps programs.

### **Funding Amounts:**

Each AmeriCorps State program can request up to \$5,000. All funds requested must be spent by November 15, 2013. The Governor's Office of Community Service reserves the right to partially award funds requested.

### **Process:**

- Submit a budget, narrative, and timeline of your marketing plan to OCS by May 3, 2013.
- Selected programs will be notified by May 10, 2013 of their funding amount.
- Checks will be issued the week of May 13.
- A final report, copies of the materials produced, and receipts should be submitted to OCS by November 15, 2013.

### **Allowable Use of Funds:**

Funds may be used to produce new recruitment materials, impact reports, logos, or educational materials. Funds may be used to hire designers, graphic artists, or other contractors. Printing, advertising, web development, and social media campaigns are all allowable expenses. Funds may also be used to support or increase existing marketing materials and campaigns.

*All published materials should contain the AmeriCorps Logo and acknowledge ServeMontana as a funder. Funds may not be used to for program personnel costs, prizes, or direct fundraising materials (i.e. remittance envelopes).*

### **Narrative Instructions:**

- The narrative should not exceed one page
- Please answer the following questions:
  - 1) What marketing or outreach goal do you hope to achieve with these funds?
  - 2) What media will you use to achieve that goal?
  - 3) Who is your target audience?
  - 4) How will this support your existing marketing efforts?

**Timeline Instructions:**

- Include expected dates when tasks will be completed
- Expected run dates for broadcast (e.g. radio or TV) print or online media

**Budget Instructions:**

- Complete a budget based on the sample below:

Item & Description	Quantity	Cost
<b>Production</b>		
<i>Ex. Graphic Design- Poster Development</i>	1	\$1,000
<b>Printing</b>		
<i>Ex. Brochures- impact and recruitment</i>	1,000	\$1,000
<i>Ex. Posters- recruitment</i>	100	\$500
<b>Broadcast Media</b>		
<i>Ex. Radio Broadcast- Missoula Market</i>	125 spots	\$1,000
<b>Online</b>		
<i>Ex. Google Ad Words- "AmeriCorps Montana"</i>	100	\$1,000
<b>Other</b>		
<i>Ex. AmeriCorps Bumper Stickers- recruitment tool</i>	200	\$400
	<b>TOTAL</b>	<b>\$4,900</b>

**Ideas:**

- Recruitment posters
- Creation of new logos
- Printing of brochures, stickers, flyers, postcards, thank you notes, banners, etc.
- Creation of TV and Radio spots
- Produce impact reports, stories or infographics
- Outreach materials to future and current partners/host organizations
- Purchasing print ads or airtime on the radio and TV

**Resources:**

- CNCS Marketing and Media resources: <http://www.nationalserviceresources.org/category/program-management/marketing-and-media>
- Network for Good's Nonprofit Marketing Resources: <http://www.fundraising123.org/nonprofit-marketing>
- Kivi's Nonprofit Communications Blog: <http://www.nonprofitmarketingguide.com/blog/>

**Contact:**

Please send requests and final reports to [serve@mt.gov](mailto:serve@mt.gov). If you have questions please contact either Julia Gustafson (406-444-9077) or Jim Auer (406-444-5547).